

1996 CLUB BENSON & HEDGES
PROGRAM/CREATIVE TIMETABLE

FEBRUARY:

- Market checks
- Approve club venues
- Source materials
- Creative development begins
- Approve club talent
- P.R. agency identified and contracted
- Weekly status report due every Monday

MARCH:

- Continue doing market checks
- Negotiate VIP card with AT&T (agency/GMR)
- VIP card/Retail discount confirmed for first two markets(Chicago & La.)-JSG
- Negotiate club and concert talent
- Media planning begins
- Agency will present creative concept by Feb. 23
- Final stage/signage keyline approved into production - 4/15
- Artist Bible/Performance date/time/rehearsal, hotel information
- Confirmed artist, clubs for first two markets (magazine & ROP ads) by 3/15-JSG
- By 3/15 JSG will submit PHX Mktg. Licensing inf.
- Weekly Status Report due every ~~Monday~~ *Tuesday*

APRIL:

- Club Tobacco Licensing/PHX Mktg.
- Club talent contracted
- Club venues contracted
- Weekly Status report

MAY:

- Warehousing/PHX
- Submit retail VIP card inf. for first two markets; Los Angeles and Chicago by 5/15
- All venues and talent finalized
- Media plan final approval
- All promotional materials into production - 5/15
- Partial P.R. efforts begin
- Media execution begins
- ROP keyline final approval
- Weekly Status report due every Monday

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JUNE:

- Update Training Manual/PM & PHX Mktg.
- Surveyors Training for July/PHX marketing
- Execute media and produce ads
- Poster, flyer shipped to market w/o 6/1
- Materials shipped to field - 6/1
- VIP card/Retail discount finalized by 6/14 for first two markets
- Weekly report due every Monday
- Ship all materials to local Whse by 6/24/PM
- Have ROP schedule finalized/ADV. Agency
- Print advertising for Los Angeles placed by 6/9/96
- Print advertising for Chicago placed by 6/30/96

JULY:

- Surveyors Training for August/PHX marketing
- Club program begins July 15
- P.R. program begins
- Do local Whse. inventory to ensure all materials are received by 7/4/JSJ
- Ship materials for next market by 7/22/PM
- Weekly Status report due every Monday

AUGUST:

- Surveyors Training for September/PHX marketing
- Club program begins first two weeks of the month
- P.R. program begins
- Do local Whse inventory to ensure all materials are received by 7/26
- Ship materials to Local Whse for next market by 8/19
- Finalized Vip retail discounts for next two markets
- Weekly Status report
- Print advertising for Dallas/Ft. Worth & Houston placed by 8/11/96

SEPTEMBER:

- Surveyors Training for October/PHX marketing
- Club program begins
- P.R. program begins
- Finalized VIP retail discounts for next two markets
- Do local Whse inventory to ensure all materials are received by 9/1
- Ship materials to Local Whse for next market by 9/24
- Weekly Status Report due every Monday
- Print advertising for New Orleans placed by 9/8/96
- Print advertising for Atlanta placed by 9/29/96

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